

PAUL L. WARD & SON, PLANTSMEN  
Hillsdale, Michigan

Gardens at  
298 Hillsdale Street

Phone  
HEmlock 7-2818

1954 Spring Offerings

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Michigan customers please include the 3% Sales Tax required by Michigan Law.

First, we wish to thank one and all of our many customers for the splendid business they sent our way in 1953. We assure you that everything in our power will be done to merit a continuance of your favor. And to those of you who receive this but have not yet given our plants a try, will you not this year grow some of the many good things we are offering on this and following pages.

Last fall the Postoffice Department put a heavy increase on parcel post rates, the average increase amounting to some 35% over previous rates, and you may remember that about a year before that a similar increase had been instituted. As we do not feel that we can absorb this increase, our prices of last year being just as low as we could possibly make them, we are putting a small increase on all items--not 35%--but enough to just cover the postage increase. Our prices are quoted "prepaid" except where amounts make it best to send by express and they are so quoted.

PLEASE NOTE CAREFULLY: Last spring our local business was so heavy that it became almost impossible to pack and ship anything at all, and with new orders coming in every day, we were swamped. You who were held up on deliveries were not feeling very good about it either. We have tried to think of some way to avoid this, and feel that if you will get your orders in our hands by April 15th we can plan so as to make deliveries as soon as the plants are ready. If you order later than that your order must be marked "June delivery acceptable."

All orders for potted annuals must be in our hands by April 1st and it will be a great help to us if you can get the orders to us by March 15th or even earlier. Many of the items we have to start as early as late January.

Many of our annual plants are offered both by the dozen from flats and as grown in small pots. The plants from flats are transplanted, started in the greenhouse and hardened off in outside coldframes with full weather exposure before being shipped to you. Those in pots, individually grown, carry a greater root system and insure an earlier blooming start and no transplanting set-back.

A word about express shipments. The cost of transportation by express is all but prohibitive on small orders, but where quantity warrants, express is quicker and with considerable less likelihood of damage enroute through delay or rough handling. You also have automatic insurance and can rely on the express company to make good any damage incurred through delay or rough handling. Even though it costs a little more, it is best all ways. More careful handling and speed-up of delivery by parcel post is obtained by what is termed "special handling" and if you care to add 35¢ to your "prepaid" order, the items will be sent under that regulation, resulting generally in shortening the time enroute.

Annual Bedding Plants

PANSIES--We can accept orders for our giant flowering mixed pansies up to April 15th. All pansy and viola plants must be shipped before May 1st, as they get too large very early. You can order our giant mixed, red shades, pure yellow, pure white, light blue, dark blue and bronze shades.

VIOLAS--The same situation as to pansies. We can furnish these very free flowering violas in blue, yellow, ruby, apricot, white, purple, mixed. These violas are small flowered, more profuse blooming, stand heat better than pansies and bloom over a longer period. Grand for sunny borders.

Price of pansies and violas, 12¢ each prepaid; 8¢ each express collect. Minimum order 25 plants, three of a color. Do not order less than fifty to go by express.

ASTERS--Finest double types from the best strains of seed obtainable. All colors but yellow in the regular petal type, also white, blue, pink, rose, purple and mixed in the comet or curly petal type. In addition, pink, rose, scarlet and yellow in the Princess or anemone type. These make grand cut flowers. All varieties and types in a grand mixture, some twenty or more colors and kinds. All are priced at 75¢ a dozen, three dozen \$2.00, 100 for \$4.50. Not less than three of a kind or color. See another page for prices and descriptions of potted asters.

ANTIRRHINUMS (Snapdragons)--For outside blooming. We are now able to offer the giant, free flowering Tetraploids in a complete color range. This is the first year this has been possible. Here they are: Orchid, White, Yellow, Rose, Rose with white lip, Pink, Crimson and Mixed. Any of these at 80¢ a dozen or 6¢ each for fifty or more prepaid. See another page for descriptions of pot grown snapdragon plants.

MARIGOLDS--Giant African doubles in orange, lemon or mixed. In the dwarf or border marigolds we will have the new giant "Spry," mahogany and gold; "Sunkist," orange; "Lemondrop," pure yellow; "Redhead," anemone type; "Naughty Marietta," bronze and yellow single and beautiful. Also our own select mixture of all imaginable marigold colors, a border of beauty you would not soon forget. All 75¢ a dozen, 50 for \$2.35. See another page for description of potted marigolds.

SALVIA--The brilliant red, showy summer flower which blooms until frozen down. Earliest is the new "Fireworks," 12 inches, blooms all summer; "Bonfire," midseason, 18 inches to two feet; "Splendens," tall, bushy and late, but the most showy for fall effect against walls or shrubbery. Plants 85¢ a dozen, three dozen for \$2.30. Prepaid.

VERBENAS--Brilliant colors in this grand bedding plant. Your choice of scarlet, royal purple, mid-blue, white, pink, salmon or mixed. 90¢ a dozen, prepaid. These will be strong transplanted, frame grown and will bloom until freezing weather, generally to November.

NOTE: We have found that Petunias and Zinnias from flats do not stand shipping well, so this year we are offering these in pot grown plants only. See other pages for descriptions.

POT GROWN PLANTS

Plants grown in small pots, weather hardened, will give you the BIG START for your summer and fall garden. They ship better, start faster and produce much sooner than plants from flats. Look over the many choice items offered and send in your order NOW so that we can handle it satisfactorily to you. We pot grow for you Asters, Petunias, Marigolds, Globe Phlox, Delphiniums, Hardy Chrysanthemums, Snapdragons, Coleus, Pink and White Cleome, Ageratums, Alyssums, Lobelias, Unwin Dahlias, Zinnias. Here are flowers for every purpose, but order your pot grown annuals now--we must start them very early.

Descriptions and prices follow. The items starred can be ordered for shipment at one time and can be assorted to make up a collect express shipment, fifty or more. Those not starred--tender plants--can be assorted and shipped together express collect for fifty or more.

AGERATUMS--Finest blue dwarf, a grand plant for front border edging. In bud or bloom, 22½¢ each. Express price 15¢.

\*ALYSSUMS--Carpet of Snow, white, for low borders in sunny locations. Need ample water. Also "Royal Carpet," a grand low, spreading purple alyssum. Both sorts need full sun, plenty of water and will bloom until hard freezing. Each 18¢, express price 13¢.

\*ANTIRRHINUMS (Snapdragons)--We expect to have pot grown snapdragons of all the Tetraploid colors as listed, plus "Pan-American Pink," said to be the largest of all the Tetraploids. The price of the "Pan-American" is 20¢ each (scarce and seed very expensive). All the other potted snaps \$2.00 a dozen prepaid, express price 12¢ Pan-American 17¢.

\*ASTERS--Following sorts only, at \$2.50 a dozen and not less than three of a kind or color please:

"Puffballs"--Two-foot plants literally covered with quilled flowers on long stems. Entire plant can be cut at once.

Super Giant Asters--wilt resistant of true, giant ostrich feather flowers with long heavy stems on three-foot plants. The best giant aster--The colors, by name:

Beverly Hills, azure blue	El Monte, crimson
Hollywood, white	Pasadena, peach
Santa Barbara, purple	

New Ball White--Exceptional doubleness and fine, stiff stems are the outstanding features.

New Ball Shell Pink--Large, fully double flowers of soft, shell pink, carried on long stems.

Rose Ball--one of the finest of the new asters. Extra large, fully double. One of the finest asters grown.

Azure Ball--A prolific bloomer of large blue blooms. One of our top-notch cut flowers.

Early Royals--Large, very early and a mighty fine cut flower, regular petal type. The potted in mixed only. Transplants in separate colors.

Grand Mixture--Over twenty types and colors in the mixture. \$2.00 a dozen, \$14.00 per hundred.

Express price on potted asters, named kinds, \$1.75 a dozen

Express price on potted mixed asters, \$1.50 a dozen.

CLEOME, Spider Plant--A very beautiful plant for full sun. Blooms quite early and keeps at it until frost. Grows to three feet high and two wide. The rather large head opens a few bloom at the top each sunny morning, which fade away in the afternoon. A new lot takes their place in the next morning. This continues for many days and there are many side branches. All in all, one of the most striking plants in the garden. White or Pink flowering, 22¢ each.

COLEUS--A fine mixture of these ornamental leaf plants. We expect to have plenty for June delivery from pots. Use these for shady urns, window boxes or borders. Bright sun soon burns out the beautiful colors. \$2.50 a dozen prepaid.

CHRYSANTHEMUMS (Hardy)--Only proven, beautiful varieties are listed and you get strong plants from pots--not divisions. If your Chrysanthemum order \$5.00 or more you may select one extra of any variety listed.

<u>Autumn Song</u> --Wine rose, large early	<u>Magnificent</u> --large, early plum red
<u>Canary Wonder</u> --Grand yellow pompon	<u>Masquerade</u> --lavender button, extra
<u>Chippewa</u> --large purple, early	<u>Major Cushion</u> --deep pink
<u>Alert</u> --an extra good early purple	<u>Ming</u> --orange yellow, grand early
<u>Champion Cushion</u> --early bronze	<u>Orpheus</u> --Grand new red pompon
<u>Dream Girl</u> --best lavender pink	<u>Pink Surprise</u> --a rich large pink
<u>Edith</u> --aster purple, very large	<u>Polar Ice</u> --large early white
<u>Blue Blood</u> --tall, dark red, grand	<u>Purple Star</u> --Early and profuse
<u>Elizabeth Hood</u> --large lav-pink, extra	<u>Red Gold</u> --red and yellow blend
<u>Carmine Queen</u> --grand red button, large	<u>September Dawn</u> --early lavender-pink
<u>Commander Cushion</u> --red	<u>Shalimar</u> --large, creamy white
<u>Huntsman</u> --one of the best large reds	<u>Pomponette</u> --finest golden button
<u>Kathleen Lehman</u> --grand golden bronze	<u>White cushion</u> --white
<u>Lee Powell</u> --tall, Chinese yellow	<u>White Tower</u> --best white pompon
<u>Malinda Brown</u> --fine early lav.-rose	<u>Yellow Supreme</u> --best yellow cushion

Any above 45¢ each, minimum order 6 plants

DELPHINIUMS--Vetterle & Reinelt Pacific hybrids.

We expect to have good, strong, pot grown delphiniums of this finest of all double flowering strains, ready by June 1st and following two months. All will bloom this summer.

"Guinevere"--lavender pink "Blue Bird"--rich, bright blue

"King Arthur"--deep violet "Sir Galahad"--best pure white

"Summer Skies"--light blue shades Mixed--many, many shades.

"Astolat"--nearest to pink. Blush pink through raspberry rose.

Price of any 3 for \$1.00, 6 for \$1.90; 12 for \$3.50 prepaid.

SEED OF ANY OF THE DELPHINIUMS, 50¢ a pkt. (Bloom first year if planted in April)

GLOBE PHLOX--A new phlox from Japan. Brilliant display of all phlox colors. Makes a compact, rounded little plant for borders. Covers itself with bloom all summer. Fine for window boxes too. Height six to eight inches. \$2.00 a dozen from 2½" pots.

LOBELIAS--Compact plants covered with bright blue flowers with white eye. Grand for borders, boxes, urns. Do best in partial shade. 22¢ each.

MARIGOLDS--"Glitters"--Bright lemon yellow. Resembles incurved chrysanthemums. Makes excellent cut flower.

"Yellow Supreme"--large, creamy yellow flowers. Nearly odorless foliage.

"Golden Supreme"--(odorless foliage) large double golden flowers.

"Real Gold" (odorless foliage). Giant flowers, two-tone golden orange.

"Limestone"--four to five inch bloom, soft lemon yellow.

"Early Sunset Giants"--Mixed colors of the giant African marigolds.

#### DWARF MARIGOLDS:

For extra early dwarf borders use the new Giant "Sory", maroon and gold; "Lemondrop," a new pure canary yellow; "Sunkist," rich, deep orange. For a somewhat taller border use "Redhead," bronzy red with anemone type center petals; "Naughty Marietta," single maroon and gold, a real beauty.

For a rich border of mixed colors and large flowers use our own selection of almost every conceivable color in the dwarf marigold class. You will surely like them.

"Cupid"--A large flowered dwarf marigold, only about ten inches high, rich green foliage, against which are nestled 2 to 2½ inch bloom. You can have them in either golden or yellow. Unusual and a late bloomer. Get them early.

Pot grown of any of the marigolds 20¢ each prepaid, or by express collect in lots of fifty or more at 14¢ each.

POTTED PETUNIAS--We are never able to grow enough of this item. Order early for probably the most used flower in America.

Full doubles, large bloom:

"Allegro," salmon

"Nocturne," purple

"Sonata," white

"Gaiety," pink and white

"Caprice," rose

"Loveliness," pink

All doubles at 30¢ each, strong, frame grown plants.

#### Special Varieties:

Ballerina--Large single, salmon color. Plants one foot tall with a twenty-inch spread. Covered with its beautiful fringed flowers it becomes one of our most beautiful petunias.

Comanche--Single bedding petunia. To date the finest and brightest red. New Last year.

Paramounts--Mixed colors only. These are the giant single ruffled in a great range of color. Make excellent bedding plants.

Celestial Rose--Bright rose pink single, the standard bedding petunia in this color. Blooms profusely early to late.

Elk's Pride--Giant single purple petunia. Best in this color.

Any of these special varieties at 22¢ each prepaid.

Mixed bedding petunias in large color range, 20¢ each prepaid.

Minimum order for petunias one dozen. Please let us have your order on these by April 1st as it takes plenty of time to grow them to right shipping size.

Also not mentioned above, "La Paloma" the very finest ruffled giant white. Each 22¢.

UNWIN DAHLIAS--Demand has been heavy for this item year after year. In rich soil with plenty of moisture, these single, semi-double to full double dahlias in a very wide color range, give you a maximum of delight both for garden beauty, and for cutting. The roots of any you especially like can be kept over same as any other type of dahlia. We offer a strain of our own production which we think is unequalled anywhere for this type. It contains a very high percent double and bloom is above average in size. 26¢ each, 6 for \$1.45; 12 for \$2.60. The express price is 20¢ each.



ZINNIAS--Certainly here is the cut flower for every garden, every color taste. Does best in rich soil of course, but will be beautiful in any soil in full sun. We offer the latest and best there is:

"Blaze"--All America winner for the best new flower in 1954. Newest, most vivid of the giant hybrid zinnias. Color is listed as mandarin red, aging to an orange red. Profuse bloomer on good stems. This variety \$2.25 a dozen.

"Eskimo"--Large creamy white of fine form. Up to five-inch bloom.

"Sunny Boy"--Large (five-inch) blooms of rich buttercup yellow. Ruffled petals give the flower grace.

"Riverside Beauty"--warm, luminous pink flowers, five inches or more across, two to three inches deep.

"Floradale Scarlet"--Also giant flowered, a rich scarlet, ruffled and fluted petals. A fine variety for cutting.

"Burpee Giant Hybrids"--the outstanding and best mixture.

"Lilliputs"--the popular baby zinnias, fully double. A favorite with a great many people. Your choice of purple, salmon rose, canary, golden, scarlet.

All zinnias except "Blaze" \$2.00 a dozen prepaid. By express in lots of 50, alone or with other plants, 11¢ each.

NOTE: We must have your zinnia order very early as we shall grow only enough to fill orders on hand by April 15th.

#### P E R E N N I A L S

ALYSSUM--Basket of Gold. Spring flowering rock plant. 20¢ each.

CARNATIONS--Hardy Grenadins. Strong blooming size in white, pink, red or mixed. 20¢

COREOPSIS--"Sunburst"--semi-double pure yellow daisies on long stems. Bloom over a long period if kept picked. 20¢ each.

CANTERBURY BELLS--Cup and Saucer type. White, Pink, Blue or mixed 25¢ each.

BLEEDING HEARTS--Bright scarlet hearts very early. 3-5-eye divisions. Should be grown in partial shade. Must have order for these by April 1st as they are the first thing up and soon get too large to ship. 90¢ each.

FLAX--A sheet of blue flowers every sunny forenoon. Bloom over a six-week period. 20¢ each.

GAILLARDIA--Large red and yellow flowers. All-summer bloomer. \$2.00 a dozen.

GARDEN PINKS--Old fashioned sweet scented, double and single mixed, each 20¢.

PAINTED DAISIES--Pyrethrum. A June flowering daisy that comes in various shades from light pink to deep red. A very hardy item. Each 20¢.

SHASTA DAISIES--Semi-double Marconi. Pure white, each 20¢.

SWEET WILLIAMS--Mixed double and singles; also Newport Pink, a pure single pink. Bloom this spring, \$2.50 a dozen.

#### POLYANTHUS PRIMROSES

These are the hardy, early spring flowering primroses in a wide range of colors, and are from the best strains obtainable in the Pacific Northwest. Year-old plants ready in early April. 6 for \$2.25 prepaid. You will not want to miss this spring's bloom, so order them now for very early shipment. Increase in beauty each year, but should be divided every third spring after blooming. Must be grown in nearly full shade.

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